WEEKLY REVIEW

Prize Contest Winners!

Gross Sales - - MR. COLEMAN

Increase Over 1908 - MR. SHIMMIN

Gross Sales New Men MR. ROBERTS

Fewest Days Without Business - - - - - - MR. CIES

Straight Orders - - - - - MR. H. B. McDONALD

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

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PRIZE CONTEST ENDED!

Contest With Palm's Originals as Prizes a Big Success

The Final Figures Show That Victors Under Every Heading Win by the Closest of Margins

Second Contest With Personal Grips as Prizes Now On---Sales Force to a Man Express Determination of Winning---The Larger the Number of Winners the Better We'll be Pleased

On the cover of this issue we announce the names of the winners under the different headings. The contest was so close under some of the headings particularly that of "Fewest days without business" that we found it necessary to have a jury sit in session the greater part of half a day to determine the winners. This is due to the fact that no less than three men all had clean records and it was even necessary to take into consideration the quality of their business before we could determine the winner.

The decision as to winners under the other headings was not as difficult, as it was simply a case of straight figuring. However, at that the leaders were pushed very hard, and there are a number of men on the force who did not win prizes whose work is deserving of the highest praise, and it was largely due to this fact that we decided to announce the second contest now on, offering as prizes, personal grips. In this contest every man on the force can prove a winner, whereas in the other contest there could be but five winners.

We are frank to say that in offering these prizes we are not doing it entirely from a charitable, unselfish point of view, nevertheless we have set the figures so low that it looks like handing out so many grips to a number of men. We will have more to say about the contest now on elsewhere, and now as to the winners of the contest just ended.

Coleman Wins Prize for the Largest Gross Sales.

As announced when the contest started Messrs. T. R. and K. H. Gerlach, being officers of the company, were not eligible to this con-

test, and to Mr. Coleman falls the honor of leading the force.

Mr. Coleman's record, this his second year in the field for the G.-B. Co., is most remarkable, and worthy of the highest praise. During the first two months of the year of 1908 he reported a most satisfactory business, taking into consideration the fact that he was representing a new company in the field, and was covering his territory for the first time. It was therefore only reasonable to suppose that he would show a decided increase this year, but we are frank to say that we hardly expected that he would show the splendid increase of $3000.00 in two month's work as compared with his last year's record for the same period.

Not only has Mr. Coleman made a splendid showing under this heading, but he also has an excellent record under all the other counts. Had he not won out under this heading, he would have won the prize for the largest increase over last year's business, but as he is not eligible to more than one prize he gets first selection of the dainty Palm paintings.

Under the heading "Fewest days without business" Mr. Coleman has also made a splendid showing. He has not missed a single day when working in the field. Some time back he lost three days on account of being snowbound, and it was simply an impossibility to get out of the town. Just before the contest ended he lost four days more on account of being called to Toronto, Canada, in connection with the settlement of his father's estate. On his way to Toronto Mr. Coleman dropped in and spent a day with us, and it is hardly necessary to say that he is most enthusiastic as to his future and the future of the G.-B. Co. in the far Northwest.

It is also interesting to note that Mr. Coleman figures well up in the contest for "Largest number of straight orders." He has written a total of 116 orders of which 72 were perfectly straight.

Under this heading "Gross sales" Mr. Shimmin has also made a remarkable showing, his increase over last year being practically the same as Mr. Coleman's, viz. $3000.00, but his total sales during the contest were just $700.00 behind Mr. Coleman. This is truly a splendid showing, as last year was Mr. Shimmin's first year in the calendar game, weheras Mr. Coleman has sold calendars previously as most of you know.

No better evidence of the fact that calendars can be sold anywhere could be given than is illustrated by the work of these two men. Mr. Coleman for instance is working in the far Northwest a distance of some several thousand miles from Mr. Shimmin, who is in the South.

Probably the biggest surprise in the contest is Mr. Roberts, who you will note wins out in the contest for "Gross sales, new men." Mr. Roberts stands number 3 in the free for all contest. We will have more to say about Mr. Roberts' work elsewhere.

Mr. Woodman is just about $100.00 behind Mr. Roberts in gross sales, and right here we want to say that Mr. Woodsman's work is deserving of the highest praise. He not only figures well up under this heading, but he has shown an increase of $2200.00 over business reported during the same period last year, and his work last year was more than satisfactory, considering that he is a new man at the game.

Mr. Cies is another who figures well up under this heading, he shows an increase of an even $2000.00. We will refer to Mr. Cies' work elsewhere.

Mr. Finley figures well up in the gross sales during the contest, and while he could not win out in the contest just over he will have no difficulty in winning one of the grips in the contest now on. His work during the contest just ended shows an average that would easily win for him one of the class "A" grips.

Largest Percentage of Increase Over the Business of 1909. Shimmin Wins Out Under This Heading and Has Second Choice of Palm Originals

Mr. Shimmin's increase over his total for the same period of 1908 is an even $3000.00 as intimated elsewhere. His nearest competitor is Mr. Lindsley who shows an increase of $2500.00. As we stated elsewhere Mr. Coleman has a gain of $3000.00 as well, however he is not eligible under this heading, nevertheless he certainly is entitled to part of the glory just the same.

Mr. Shimmin's work is more than satisfactory in every respect. When he joined the G.-B. sales force he had never sold a calendar, and during the fourteen months he has been in the field he has succeeded in building up for himself and the G.-B. Co. a splendid business. Not only has the total been large but the business is of the very highest character. The accounts he has opened are accounts that any cal-

endar house in the country would be glad to have. His business in some respects differs from that of many of our other salesmen, as he seems to have a tendency to go after only the larger buyers, and his accounts as a rule come from concerns rated high up in the Merchantile Agency's book. He has proven conclusively that he can get this class of business and we have received a number of the most complimentary letters from some of the people he has called upon. There is no question as to his future in the calendar business and it certainly gives us great pleasure to award Mr. Shimminn second choice of these paintings.

Mr. Lindsley's increase over last year's business is also worthy of special mention, it being just $500.00 less than Mr. Shimmin's. Had it not been for the fact that Mr. Lindsley's work slumped a little during the last few weeks of the contest we are inclined to think he would have come very close to winning out under this heading.

As intimated elsewhere, Mr. Woodman shows up in splendid shape under this heading, his total increase being just $300.00 less than Mr. Lindsley's.

The increase indicated by Mr. Cies, is within $200.00 of that of Mr. Woodman and we will refer to his work elsewhere since he wins the prize under heading, "Fewest Days Without Business."

Mr. Fairbairn's work is also worthy of special mention. He shows an increase of $1800.00 over the same period of last year. Mr. Fairbairn never sold a calendar until he joined the G.-B. sales force, and if he can show such a fine increase his second year in the field it certainly should remove any doubt as to his future in the calendar game.

Largest Gross Sales for New Men. Roberts Gets Third Choice of Paintings With Phenomenal Record for New Man.

Mr. Roberts easily wins out under this heading, and as a matter of fact, he stood number 3 in the "free for all" contest gross sales. This is certainly a record breaking performance for a man who has never sold calendars prior to Dec. 28th, 1908. Mr. Roberts not only has a splendid total but figures well up under some of the other headings, particularly under "Straight Orders." He has written a total of 103 orders, 79 of which were straight. This total of 79 would win for him 5th choice of the paintings were he eligible to more than one prize, as Mr. McDonald who wins under heading "Straight Orders" had a total of but 78. You will therefore see that Mr. Roberts' business which reached such a splendid total was also made up of nice, clean orders,—the kind the Manufacturing Department likes to handle. He can well feel justly proud of his work, and we are inclined to think that should we have another contest of this character next year, and should his work show that improvement that could ordinarily be expected from a new man at the game, he would very likely make some of the older salesmen hustle in the "Free For All" Gross Sales contest.

Mr. Byron stands number 2 under this heading. While Mr. Byron's total is considerably less than Mr. Roberts', his work is deserving of the greatest praise as he is working in a territory from which we did not secure much business last year, and in which it is necessary to do a considerable amount of missionary work. He is another whose work shows up well under some of the other headings, and we will have more to say about his work elsewhere.

Mr. H. B. McDonald closely follows Mr. Byron in the "Total Sales, New Men" column. We will refer to Mr. McDonald's work elsewhere since he is the winner of a prize under heading "Straight Orders."

Mr. Barber's total is practically the same as Mr. McDonald's, and from the start that he has made we do not hesitate to say that he is going to build up a splendid business for himself and the G.-B. Co. His work is of the highest class, and the results he should obtain another year, after doing the proper amount of missionary work, ought to prove highly remunerative.

The work of Mr. Barclay, Mr. Lindon, Mr. Parks, Mr. Huffert and Mr. F. A. Smith is very satisfactory, each one having made a very good showing under this heading.

Fewest Days Without Business. Cies Wins Under This Heading in the Fiercest Kind of a Struggle. Cies, Beelman and A.E.Gerlach Closely Bunched

Mr. Cies wins out under this heading by the narrowest kind of a margin. The three gentle-

men referred to above, namely, Messrs. Cies, Beelman and A. E. Gerlach, all had a clean record during the Contest. That is to say, each man reported business every working day, and to determine the winner it was necessary to get out all the orders, take into consideration increase over last year's business, the straight orders sent in and the total number of orders. The records of these three gentlemen were so close that it was only after a most careful deliberation to figuring that we could arrive at a decision as to the winner.

We mention this, not with a desire to take away any of the glory from Mr. Cies, but to give due credit to the splendid work of Mr. Beelman and Mr. A. E. Gerlach, and we know that Mr. Cies will not begrudge them the glory and credit due their magnificent work. We only wish that we had three prizes to offer under this heading, so that we could send one to each of these gentlemen. In the Contest that is now on there is no doubt in our minds but what each will win out, and after all, probably a contest such as is now on is more satisfactory, especially so when a man has worked as hard as many on the force have in this contest and had to be satisfied to run a close second.

There are others on the force who have made a creditable showing under this heading, notably Mr. Lindsley, who has gone but three days without business during the contest. Mr. Park's record shows that he lost but four working days Mr. H. B. McDonald and Mr. Woodman lost but five days time, and Mr. Coleman who, while officially credited with having lost out seven days, actually has secured business every day he has been in the field. As explained elsewhere, he was snowbound for three days and could not possibly leave his hotel. On the last four days of the contest he found it necessary to start for Toronto as stated previously. While, of course, he could not win a prize under this heading, under these conditions, nevertheless, it is due him to mention the particulars.

Straight Orders.

H. B. McDonald Wins Under This Heading by a Safe Margin.

Mr. Roberts really wins under this heading, but is not eligible, having been awarded the prize for "Gross Sales, New Men." Mr. Roberts had a total of 103 orders, of which 79 were straight. Mr. H. B. McDonald reports a total of 92, of which 78 were straight. Mr. Coleman stands third with a total of 116 orders, of which 72 were straight.

A great deal of credit is due Mr. McDonald for this splendid showing, as new men are us-

Special Bulletin

- **Albert Wins Class A Grip.**
- **Lands Splendid Order Special Cardboard Calendar.**
- **His Total $3,000.00 for First Week of Contest.**
- **Greenhalgh Has Already Won Class C Grip.**
- **Wouldn't Your Name Look Nice Under This Heading In Next Issue?**

ually the worst offenders in regard to mixed orders. If a buyer is not properly educated in the use of calendars, he has a tendency to want an assortment of pictures, and it is up to the salesman to convince him that he is not going to get the same advertising value from an assortment as he will from a single subject. The distribution of an assortment of calendars is apt to cause dissatisfaction to a certain extent. For instance, Brown gets one kind of a calendar, and Smith gets another. Of course, Smith thinks that Brown has been favored, and ten to one he will want an extra calendar, and, no matter how you figure it out the same satisfaction cannot result in the distribution of an assortment as will result from the proper distribution of a single subject, which when sold exclusively, as G.-B. calendars are, acts to a certain extent as a trade mark for one year.

There are others that follow closely under this heading, namely, Mr. Woodman, Cies and Byron, each with a total of 69, Mr. Beelman with a total of 62, Mr. Lindsley with a total of 60, Mr. Parks with a total of 55 straight orders.

We cannot impress upon you too strongly the importance of straight orders from the customer's standpoint as well as our standpoint. Of course, when the customer insists on an assortment you will have to sell it to him, but if the matter is properly placed before him we are sure that one, or two subjects at the most, will prove the more satisfactory.

NEW CONTEST NOW ON

Now that the contest for the Palm originals is over, and a thing of the past, we want to say just a few words regarding the contest now on, and in which every salesman apparently is taking the keenest interest.

We just this morning received word from Mr. Gerlach and Mr. Barklow who are in New York in response to a letter in which we advised them that the boys in the field were most enthusiastic over the contest and they say, *"Tell the boys prize grips will be the best ever offered in a similar contest. Nothing is too good for a G.-B. salesman. We are hunting for the best that can be found in New York. Chicago grips not good enough."*

While it is not our intention at this time to refer to orders booked since March 1st, as they would not ordinarily be referred to until the next issue of the Review, many of the boys have made a splendid start, in fact it looks without a question of doubt that the man who does not win a grip is going to be the exception. To use the expression of someone around the office when this contest was first agitated, "It is a crime to set the figures so low." Nevertheless, we wanted the figures such that it was possible for every man, old and new, on the force to win out. The contest had only been on two days when we received a wire from Mr. Greenhalgh advising us that he had landed that nice order to which we referred last week, and which entitles him to a grip under the heading in which class he was classed. Of course, it now looks like a cinch that he will win a class A grip.

We expect that before many weeks have gone by there will be a number of winners, and we are going to announce them from time to time. After all a contest of this character is probably the most satisfactory to the sales force as a whole, as in a contest such as just ended there were only five prizes offered, and consequently there could be only five winners. We are frank to say that we are not offering these grips from an entirely unselfish standpoint, as it means that each salesman has got to produce a fair business for the house, on which, of course, we make our profit, and the salesman his commissions, and we are thus both the gainers. It is to stimulate the work of salesmen that we offer these prizes. It is characteristic of the average man whose body is full of red corpuscles to desire to excel, and in a contest of this sort, every man has enough pride in his make-up to desire to win. The greater the number of winners the better pleased will be. Go after them with a determination to win, and if you do not get a prize, you will at least come so close to it that the extra commissions earned will more than pay you for any special effort that you may have put forth.

WEEK ENDING FEBRUARY 27th.

In many respects the week just past was an unusual week, in that spectacular work seemed to be lacking. By this we do not mean to say that the volume of business was unsatisfactory, as on the contrary a most satisfactory showing was made by the sales force, but the business was more evenly divided, old and new men each getting about an even share.

Mr. T. R. Gerlach preparatory to starting East found it necessary to spend a week in the factory, and therefore the substantial total that he usually sends in is missing, and deducting the amount we could safely figure on his sending in, the week's result in comparison with the corresponding week of last year shows a substantial increase. It is most gratifying to note that while spectacular work was lacking, the entire force as a whole have sent in a splendid business—a business that is paying them as well as the G.-B. Co. a nice profit.

The work of the new men on the force particularly, shows the most encouraging results. There are a number of men who could almost have been counted as failures a few weeks ago, who now send in a very satisfactory business, and after all the real test of salesmanship begins about this time.

Early in the year there is of course, a great deal of spectacular work by the older salesmen in the field, and the reason for this is that they know their territory well, and know just where they can go to land the early business, consequently they do a big business during the early months, whereas, the fellow who has not been in the game long, must be content to start in his territory and work the towns as he comes to them. While he is securing a very profitable and satisfactory business, his weekly total sales appear small compared with those of some of the leaders.

It is the man that can make good in the steady grind for orders that is going to have a nice balance in our commission books at the end of the season, and for this very reason the showing this week is gratifying.

While this week is devoid of spectacular work, the week ending March 6th just past, is just the reverse. In a special bulletin appearing in last week's Review we announced that Mr. Greenhalgh had landed his second large order of the year amounting to $1485.00. We referred to it as amounting to $1500.00, as a telegram received from him gave the amount in round figures, and at the time the Review went to press last week we had not received the order. "Dutch Fishing Boats" was the splendid subject that landed this order which comes from a bank. In this connection we want to say that this order is one that is bitterly fought for every year by the leading manufacturers, they usually buy 10,000 mounts, and to a certain extent it is a cold blooded proposition, it is not a question of having the price, but the subject and workmanship that counts, and it certainly is a great compliment to the G.-B. line. We secured another bank order from this same city, which is also one of the most important orders placed in this country. The subject sold these people was "An English Fishing Village."

A lot of other splendid business was received Monday morning among which was reports from Meyer amounting to about $700.00 in which was one order amounting close to $500.00. An order secured by Ungerer amounts to about $500.00, and there were fine reports from many others.

The writer was recently talking with a salesman we are just starting on our force and one by the way, who has been connected with another of the leading companies, although his experiences in the calendar game is limited. One reason for his leaving the old company was due to the fact that they could not suit him as to territory and he thought the G.-B. line a better line, and he requested us to give him a trial. In conversation this salesman stated that he had always hesitated about calling upon the larger buyers, as he felt that he did not know the proposition as well as he ought to, and we guess if the truth were known he felt a little nervous when he approached the doors of a large buyer. This is the greatest mistake any man in the game can make. Go after the big buyers. Very often it does not require as good salesmanship to sell a large buyer as some of the smaller for the reason that a concern who buys 10,000 calendars usually have their minds made up that they are going to buy about so many at about a certain price, and it is simply up to the salesman to convince him that his house has the goods, and can handle their order satisfactorily. It often requires a great deal more salesmanship to sell a man that does not want to buy calendars a $50.00 bill than it does to sell a large user something that he has already made up his mind he wants. Make it a point to call upon

the largest buyers in your territory. Tell them of the wonderful success of the G.-B. Co. during the short time our line has been in the field. Mention several of the big orders that we have landed, and do not forget to mention the men who are back of the G.-B. Co. Here is a very strong talking point, particularly if you are talking to a man who is well up in business, and familiar with the prominent financiers of this country. Any banker would be sure to recognize the names of such men as John Lambert, Isaac Elwood, of Barb Wire fame, John J. Mitchell, Pres. of the Ill. Trust and Savings Bank, Geo. B. Harris, Pres. of the C. B. & Q. R. R., and other prominent stock holders mentioned in your hand book.

If you were talking to a banker the name of John J. Mitchell will carry a lot of weight, as the Illinois Trust and Savings Bank is known as one of the greatest banks in the West if not in this country. Admit to the prospective customer that we are new in the business that is to say that the company is a new company, but at the same time inform him that the management and those in charge of the different departments are men who have devoted the best years of their life to the manufacturing of calendars. Also mention the fact that our success in the field during our first year in business was so great that we are now making additions to our factory which when completed will give us three times the space we now have, and the largest calendar factory in the world.

A little intelligent talk along these lines will enable you to convince the prospective customer beyond a question of doubt that the G.-B. Co. is second to none in the country, and after convincing him as to our stability and ability to handle his order in the most satisfactory manner, say to him that you are not going to say much about our 1910 line as it talks for itself. Show the line, and you should have no difficulty in getting the order.

To the new men on the force we again want to say, because you are new at the game don't feel that you should not call upon the larger buyers. You have the goods and the house back of you. Insist on showing the line which speaks for itself.

Gross Sales--Old Men.

K. H. Gerlach in spite of the fact that he lost two days in the field leads the force with a total of $800.00. Mr. Gerlach has found it necessary to lose a few days of late particularly on a Monday or Saturday, as when he runs in to the factory at the end of a week, it usually means that he has to leave Friday night, which knocks him out of Saturday. This week he

STANDING OF G.-B. SALESMEN FOR WEEK ENDING, FEB. 27th, 1909

	Sales Old Men.	Sales New Men.	Days Business	No. Orders
Albert	24		7	13
Atherholt		7	5	7
Barber		11	4	10
Barclay		12	3	6
Beelman	11		2	8
Betton		26	6	12
Bing		16	6	11
Blodgett		4	3	6
Bruce	12		5	9
Byron		13	5	9
Carter	7		2	4
Cies	4		1	3
Coleman	9		5	7
Considine		28	7	13
Cooley		6	3	7
Ellis		19	4	10
Fadely	15		4	7
Fairbairn	16		5	10
Finley	13		4	10
Gerlach, A. E.	10		1	6
Gerlach, K. H.	1		3	2
Greenhalgh	24		7	13
Grossman		14	5	9
Heneghan		17	5	9
Howe		28	7	13
Huffert		21	5	9
Lambert		23	4	8
Lindon		8	4	8
Lott	8		4	9
Lindsley	6		3	8
Marks		10	4	7
McCully	21		5	10
McDonald, H. B.		2	1	1
McDonald, W. A.		9	4	8
McFadden		20	4	10
McLaughlin		25	4	10
Meyer	14		5	10
Moore	5		2	5
Morton	19		5	11
Osmun	22		6	12
Parks		22	4	9
Pierce, W. B.		24	7	12
Publow		5	4	6
Reilly		27	7	12
Roberts		1	3	3
Rowe	24		7	13
Saxton		15	3	8
Scott	20		5	11
Shepard		3	3	8
Shimmin	3		4	5
Smith, F. A.		18	4	10
Smith, H. E.	18		5	11
Thompson	23		6	12
Ungerer	17		5	11
White		28	7	13
Whittier, J. G.		28	7	13
Woodman	2		1	4

was in, found it necessary to stay over until Monday not getting into the field until Tuesday, starting for the factory again Friday and he put in but four days active field work.

On Tuesday he received four orders amounting close onto $200.00; Wednesday his orders amounted to over $250.00; Thursday three orders about $200.00; Friday one order amounting to $125.00. The trip Mr. Gerlach is now on however will probably keep him away from the factory close to three weeks or perhaps longer.

Mr. Woodman stands number 2 with a clean week to his credit, and a total of 9 orders. Monday one order amounted to $80.00 odd; Tuesday he had a small order amounting to less than $50.00; Wednesday two orders amounted close onto $300.00; Thursday another small order; Friday he had three orders amounting to about $125.00 and Saturday one order of $105.00.

Mr. Shimmin stands number 3 although he secured business but three days during the week. Monday his two orders amounted to close onto $200.00; Tuesday three orders about $150.00 and Friday he had two nice orders; on Wednesday, Thursday and Saturday he lost out.

Mr. Cies comes along with another clean week and a total of 10 orders. We are frank to say that his ten orders do not aggregate a total that would usually land a man in fourth position, but as stated above the past week is peculiar, the business being evenly divided between old and new men, in fact many of the new men who have been reporting a very light business, have come along with totals as good or better than many of the older men. Mr. Cies however, has a very creditable week. On Monday his two orders amounted to $150.00; Tuesday two orders amounted to about $50.00, on Wednesday and Thursday he had two orders each, Friday and Saturday one order each.

Mr. Moore's total is just a few dollars behind Mr. Cies', he reports business for five days and a total of eight orders. Thursday was his hoodoo day. It is however, to be expected that a man traveling in such territory as Mr. Moore is in, will lose out occasionally through no fault of his own. Railroad connections at best are not good, and when a storm or blizzard is raging, it is very often a case of stay in the hotel until they shovel you out. Therefore the nice work that Mr. Moore has shown so far this year is deserving of the highest praise.

Mr. Lindsley follows Mr. Moore and while his total is not up to the previous week by a few hundred dollars, nevertheless he reported a satisfactory business. Mr. Lindsley, who by the way, was rather close to Joliet left his territory Saturday night arriving here late, and spent Sunday with us. He left for his field Sunday evening. He is in a most optimistic mood, and it is not to be wondered at since his business up to March 1st shows an increase of more than $2500.00 over the same period last year. He states that he can see where he can double this next year.

A salesman who does careful and intelligent work can undoubtedly improve his work every year, at least for the first four or five years in his territory, as he is able to plan his early trip so that he can get after the big orders and close them before the other fellow gets there, or at least get there early enough to have a chance to figure. We would strongly recommend that every one of you start making your plans for next year's early trip, as you work your territory.

Gross Sales--New Men.

Mr. Roberts stands number 1 under this heading with a total of $494.00 for the week. He reported business four days and a total of 10 orders. As mentioned elsewhere Mr. Roberts has the honor of leading the new men on the force in gross sales during the contest which ended Feb. 27th. We have given you some idea of the splendid work Mr. Roberts has accomplished during the first two months in the field for us, and his record is certainly a splendid one.

Mr. H. B. McDonald stands No. 2 with a clean week and a total of 14 orders to his credit. Here is another winner in the recent contest, and in view of the fact that the old men on our force were eligible for the prize that Mr. McDonald captured it certainly must be gratifying to him ,and we can assure you that it is most gratifying to us to find a new salesman who can win a prize under this heading. Usually new men are the worst offenders as to sending in mixed orders.

Mr. Shepard, whose total is somewhat below that of Mr. McDonald's stands number 3, having reported business five days and a total of five orders. Monday and Tuesday he was skunked; Wednesday he picked up but one small order; on Thursday he secured two orders and on Friday and Saturday one good order for each day.

Mr. Blodgett stands number 4 with a total

of 7 orders and business for four days. He lost out both Tuesday and Wednesday.

Mr. Publow who stands number 5 under this heading was number 2 last week. He has been on the force but a short time and is starting off in good shape, and we are very confident that he is going to work up a splendid business for himself and the G.-B. Co. in the far Northwest.

NEWS FROM THE FIELD

A CLEVER ARGUMENT HOLDS A GOOD ORDER FOR OSMUN.

Mr. Osmun tells about a concern that are old customers of his—customers that he formerly sold when with the Osborne Company, but who had about concluded to discontinue using calendars. We will let him tell how he handled this matter in his own words:

"Sometime ago I called on a mfg. firm, old customers of the O. Company. They had not decided just what they would do, the Osborne man had been there and given them his price, I then gave them ours. I recently called again and one of the firm said they were thinking of discontinuing calendars. Urging my side I said "why they only cost you 1c per month for each customer." I saw that this statement was a new thought to him, a few days later I addressed the firm as follows, and am glad to say their order came in two days later.

'Gentlemen:—

Sorry your Mr. H—— was absent when I called Tuesday. I was surprised indeed to learn that you had some thought of discontinuing your calendar. That would indeed be a great shock to your large list of customers and certainly prove disastrous to you. To cut down your advertising that has gone to your trade for many years and has become a trade mark is no light thing, and the common question would be "What is wrong with G. H. & Co.? No calendar this year?" As I said to your Mr. H—— the cost is about 1c per month for each customer, or 80c per day to have your sign hung upon 2500 business places. Think of taking down 2500 signs. Looks like going out of business don't it?

Keep the old banner nailed to the mast and you will never regret it.

Hoping to have your order, I remain,
Yours truly,
A. M. OSMUN.'"

PROMISES DON'T COUNT MUCH.

In the pages of the Review recently we have mentioned several instances where it has been plainly demonstrated that a customer's promises don't count for much. We referred to experiences of some of our own salesmen, and here is an example of a promise made to one of our competitors, but Moore landed the order. Never be satisfied until you have the signature on the dotted line of a blue sheet. Mr. Moore's letter follows:

"Enclosed find report with two orders for $81.57. I sold the Bank at M—— much to the surprise of my friend of the M—— Co. So when he saw them last Summer he got them to promise faithfully that they would wait for him this year, and they kept their promise all right until today when they simply forgot all about Mr.—— and the promise made.

I suppose he will try and have them renew their promise again this year, but he will find that they have also promised the good old G.-B. Co., which I think they will remember and keep.

MOORE."

In a second letter Moore states that he is going to nail one of those grips. From the work he has been doing we feel confident that he will certainly win one of the class "B" grips and it would not surprise us in the least to see him get out of his class.

We want to see every man go after one of these grips. They will be well worth winning. Mr. Moore's letter follows:

"Enclosed find report with two orders for $91.00. I expected double this amount here, but there has been several peddlers here who made a pretty thorough clean-up, but if I can do this well for six straight Mondays I will be pretty likely to nail one of those "grips."

Yours,
MOORE."

"MOONLIGHT ON THE OLD CANAL," WINS OUT FOR F. A. SMITH.

The above is the subject that turned the trick for the G.-B. Co. The buyers in this particular instance are old Osborne customers. Mr. Smith showed them the line early and they were impressed with this subject but would not buy at that time, wishing to see the Osborne line. They looked but our splendid Lamasure had the order cinched. Mr. Smith's letter follows:

"These people are old Osborne customers, but as I had gone over the line with them early, and had interested Mr. W——— in "Moonlight on the Old Canal," they set March 4th as the day to decide. Murphy or B. & B. did not get in on this deal at all. It was to be Osborne or "Moonlight on the Old Canal." The O. man finally lost his temper and the buyer's respect as well and the enclosed order shows the result.

Yours truly,
F. A. SMITH."

OSMUN SAYS "GREAT IS THE DE LUXE LINE."

"Virginia" made up in the De Luxe style lands a $258.00 order for Mr. Osmun. Is it any wonder that he is enthusiastic about this line and subject? He writes as follows:

"Some of my missionary work is maturing. This bank when I called said they had looked at some other lines, and had made a selection. The cashier after seeing our line said we had nothing that he liked as well as what he had selected. I showed the line also to a director a friend of mine. He agreed with the cashier. Looked bad for me. I however, felt that "Virginia" in De Luxe was what they should buy, and when I returned hime sent this sample with

others for another inspection, and I won out as you see by the enclosed order. Great is "Virginia" in De Luxe mount.

A. M. OSMUN."

MISSIONARY WORK PAYS.

John Dean Thompson landed an order amounting to $70.00 the other day, and in this connection writes us to the effect that he could not sell the people last year, but did show the line and sold them a few blotters. He called upon them again early this year and showed them what we had to offer, but they would not buy until they had looked over the Murphy line. On his second trip he landed their order. Again we say missionary work pays. If you cannot sell a man at least show him what we are doing here in Joliet. You cannot fail to interest him, and he is going to remember you when he is in the market again. A man that is spending his good money for advertising wants the best he can get, and the G.-B. Company is offering it.

"The order of Walter E. T—— while not a big order is nevertheless a big victory for the G.-B. line over the Murphy Co. Last year he bought before I saw him, but I did a little missionary work by showing him our line, and did get an order for 1000 small blotters from him. He was so greatly impressed with our calendar line that he remembered it for a whole year. He was out of town on my first visit to V——, and after that Murphy's man came along and went the limit to close him, as he was an old customer of several years standing, but Mr. T—— said he wanted to see our line anyway before he bought, and he sent you a postal card.

When he saw our line today he lost all memory of Murphy's goods which he had recently inspected, and there was nothing to it except to decide between about five of our subjects.

I expect to send you a good week's business. Never felt better in my life and am out to get one of those prize grips.

J. D. THOMPSON."

MARKS MAKES A SALE TWICE AND SAVES THE DAY.

While Mr. Marks' work was not at all brilliant early in the year, he certainly has plenty of determination, and we are most gratified to say that his showing during the past few weeks has improved wonderfully, and we know he is certainly working hard. Hard work will bring its just returns sooner or later, and we certainly wish Mr. Marks the success to which he is entitled. He enclosed an order the other day amounting to $75.00 calling for "Violet" in 8x14 De Luxe, which was taken under very trying conditions. His letter follows:

"Am sending in order for 500 8x14 De Luxe "Violet" which I am particularly proud of, because it is an order that was intended for either Murphy or Osborne.

When I went in this morning, and called on the manager Mr. S——, he told me that there was no use of opening my case for he was waiting for either Osborne or Murphy. I talked a few minutes with him, jollied him up, and told him that I was coming back to show him my goods at 1:00 o'clock. At 1:00 o'clock sharp I walked in and found him talking to another calendar man, only of the junk variety, and he was turned down flat, and while I was waiting my turn, as a hardware salesman was ahead of me, the junk calendar man came to me and told me that the manager said he would positively buy of no one but O. or M.

Before the hardware salesman was through I had my line pretty well spread over the store. I soon got attention and then went after him. At four thirty I had the manager won over and sold, but the man who signs orders would not give in, and went out.

Then Mr. S——, the manager, proposed that I come back after supper and he would get Mr. L—— down and we would see what we could do. I went to the hotel and rested, and after supper, after pacing the streets for half an hour one of the clerks let me in the store and informed me that Mr. S——'s baby was sick and he could not come down. I saw it was up to me to fight the battle alone and sell the order all over again.

When Mr. L—— came in he assured me that he was of the same state of mind that he had been in the afternoon, and that he was not going to pay $75.00 for calendars to give away, and that I need not open my grip.

It is just 9:45 P. M. and I have been through with him about 30 minutes, and his signature at the bottom of the blue sheet tells the rest of the story, and my day is saved.

W. JAY MARKS."

Rowe Has the Wrong "Gripp."

Mr. Rowe writes that he has been suffering from an attack of bronchitis and the gripp. He says that although the word "gripp" is not a pleasant subject with him at this time, nevertheless he is going after one of the prize grips we are offering in the contest now on. As Mr. Rowe tells us that he is in the field and well again there is no doubt but that he will be able to accomplish this end. As a matter of fact if he can strike his gait, he certainly should get out of this class and win one of the class "A" grips. Here's to his success. He writes as follows:

"I have been unable to work, suffering with an attack of the bronchitis and gripp, but am again in the field and will do all I can to secure one of those prize grips, notwithstanding the fact that gripp at the present time is anything but a popular word with me. Sincerely,

E. M. ROWE."

GREENHALGH WRITES ABOUT THAT $1485.00 PLUM.

This splendid order calling for "Dutch Fishing Boats" in mounted form landed by Mr. Greenhalgh and of which we spoke in the special bulletin of the Review last week is certainly as pretty an order as we have gazed upon this year. Orders of this size usually have some strings attached, that is to say they require some special treatment, but this order is just as straight and clean as though it called for but 100 instead of 15000. There is not a single line of special instructions given. It calls for but one subject made up in the regular way, and is the kind of order that the manufacturing department delight in handling. This is the second splendid order of this character that Greenhalgh has landed, and if he had been fortunate enough to have secured a steady business since he has been in the field, he would

have no trouble in leading the sales force, omitting of course, Mr. T. R. Gerlach and Mr. K. H. Gerlach. Two orders each amounting to practically $1500.00 in less than two months is certainly a good start, and with this splendid start Mr. Greenhalgh should make a splendid record for the year. His letter follows:

"Undoubtedly my mind is without a cloud, and I must say the G.-B. line is without an equal. I showed the line to everybody early in the season, but many wanted to see the old lines. Well as you see without a doubt there is but one line that will be distributed in Detroit next year. The two largest orders placed in the state and by two of the best institutions were for the good old G.-B. Co. calendars.

This order was secured somewhat after the other, only after wearing a track from the street to the cashier's desk I was awarded the prize. This order without a doubt was the hottest contested order ever placed. After looking over fifteen lines including the Big Three, who have a long standing in bank, and who would have done anything to land this order, but this subject without a doubt in the minds of any of the committee, was the best that was on exhibition, and therefore the merit of the line won with plenty of work from Yours truly. It looks as though I would have a grip very soon.

W. D. GREENHALGH."

MR. COOLEY IS MODEST.

Mr. Cooley is one of the late recruits on the force, having joined us some little time after convention. While his business has not been heavy he has made it a point to try and get something every day, and it was because of this that Mr. T. R. Gerlach wrote him a letter, thanking him for the effort he was making. The letter made him feel so good that he went out after supper and landed an order and saved the day. He states that he does not have any hopes of winning one of those prize grips, but we are sure that Mr. Cooley underestimates his ability and that a little effort on his part will undoubtedly win one of these prizes.

To win a class "C" grip any salesman new or old on the force can reach the mark by persistent work. Mr. Cooley's letter follows:

"Check for $35.00 received. Thanks! Noted your remarks that I had been sending in business every day. Your letter was handed me while at supper, I had not sold an order all day. I became intoxicated with enthusiasm, went out after supper and sold a small order. This morning (Sunday) sold another order to put on yesterday's report.

The two banks at Thibodeaux have entered an agreement not to buy calendars.

Referring to Mr. Gerlach's letter of the 25th urging extra effort during the absence of Mr. Barklow and himself, beg to say that I will do my utmost. Regarding the prizes offered for the next six week's work, will say I have no hope of a material prize, but will be pleased if my efforts win a word of commendation and approval.

H. G. COOLEY."

PUBLOW IS ENTHUSIASTIC.

Those prize grips have certainly stirred up things. Almost by every mail we receive word from different salesmen expressing determination to win a grip. Mr. Publow has not been on the force any great length of time, but he is demonstrating that he can sell calendars and that he is going to build up a nice business in his territory for the G.-B. Co. and himself. His letter follows:

"I have yours of the 27th ult. enclosing check for which I thank you and only wish I could have made it larger, but I am going to have one of those grips if there are enough calendar buyers left in the province. I am going to try for the class "B" and then I will at least be sure of being in class "C." I think class "A" is a little too strong for me but if I can get a few good orders I will be in the race for the best.

The enclosed order is from a man who has looked at every man's goods, but I succeeded in landing him the first time I showed the line.

Yours for success,

G. PUBLOW."

AN ANONYMOUS LETTER FROM THE FIELD

The following letter was evidently written by one of the new men on our force. We are frank to say that we do not know who the author is, still from the style of the letter we have a sneaking idea as to its authorship. We are however, going to respect the writer's wishes in the matter. The letter follows:

TO THE NEW SALESMEN.

SOMEWHERE ON EARTH, March 1st, 1909.

Dear Fellows:

In response to our editor's call for help, I am going to try to send just a short message of encouragement to the new men like myself. The most of you are older and probably more experienced than I am, and for that reason I make this an anonymous letter. Everything considered I hope this will be something of an incentive to those who need it.

Now, fellows, if you are feeling down-in-the-mouth and blue, as Mr. Cies says "forget it." Go to bed. Sleep. Get up in the morning and start the game all new. Remember, the past is but a memory, the present a possibility, and the future an opportunity.

I don't believe that there is one of you who has got the "Bumps" any harder so far this year than I have. How would you feel if you had gone three straight weeks and sold only a very, very limited amount?

Because you are fighting a hard game and are playing in hard luck, don't lie down, remember that you have just as good a brain as lots of the other fellows that are making good, and if you use it and try to do better, and work, work so hard that when you come in at night and set down the grip you can get that feeling of gratification that comes to you and says, "Well you have done the best you could, Old Boy, anyhow," then there is something going to give way pretty soon. Laws of odds and change in any game don't go onesided all the time.

Now we are starting into a new race. We all want one of those grips, and the house wants us all to have one. For all I can see now, I can't see why we can't all have one. We've got the best line in the world, the best house in the world, and we are in the best country in the world, we have got just what the people want. We know it and so do the people. Just go in and lay the stuff down on the counter and make 'em take it. Make 'em laugh when they look at that sassy, dear "Violet," and if they don't laugh bring out "Tender Memories" and the story so pathetically that you will make 'em cry, and then you have got 'em on the run.

Now lets go after one of those grips. If we don't all get one we can at least make Mr. Gerlach and Mr. Barklow when they get back from the East say "Don't it beat all how business keeps up."

Yours truly,

Known to old friends as,

"CUB.""